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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-48 (GP-083-00-US)

Appl. No.: 10/721,010

Applicants: Ross KONINGSTEIN, et al.

Filed: November 24, 2003

Title: USING CONCEPTS FOR AD TARGETING

TC/A.U.: 3622

Examiner: William A. Brandenburg

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the final Office Action mailed on January 29, 2009 (Paper No. 200901), which set a period for response to expire on April 29, 2009, that period being extended one (1) month to expire on May 29, 2009, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 16 of this paper.